

HHS Privacy Impact Assessment (PIA)

Date of this Submission (MM/DD/YYYY): **11/18/2003**

HHS Agency (OPDIV): **CMS**

Title of System or Information Collection: **Customer Service Systems (A system family containing 15 systems (medicare.gov Website), MCSC Next Generation Desktop, and cms.hhs.gov Website)**

Is this System or Information Collection new or is an existing one being modified? **Existing**

Identifying Numbers (Use N/A, where appropriate)

Unique Project Identifier Number: **N/A**

System of Records Number: **09-70-0535, 09-70-4004, 09-70-0540, 09-70-9005, 09-70-0513, 09-70-0542, 09-70-0542, 09-70-5001, 09-70-4003.**

OMB Information Collection Approval Number and Expiration Date: **N/A**

Other Identifying Number(s): **N/A**

Description

1. Provide an overview of the system or collection and indicate the legislation authorizing this activity.

The cms.hhs.gov is the official public Agency website of the Centers for Medicare & Medicaid Services, accessible at www.cms.hhs.gov. The cms.hhs.gov website was launched on September 13, 2001. This site was a replacement for the Agency's prior website, www.hcfa.gov. The Health Care Financing Administration launched the hcfa.gov website in early 1995. While the cms.hhs.gov contained much of the same content as hcfa.gov, it did feature a new design and organizational scheme.

medicare.gov - The applications that comprise CMS's Customer Service Systems – Medicare.gov Website enable the Agency to educate the public, specifically Medicare beneficiaries, on the Medicare program. Originally launched in 1998, as required by the Balanced Budget Act of 1997, Medicare.gov allows consumers to compare health plans, nursing homes, home health agencies, participating physicians, and more.

The MCSC Next Generation Desktop (NGD) is the collection system used to provide Medicare Beneficiary and Provider information for the 1-800 MEDICARE HELPLINE, HHS/CMS/CBC system No. 09-70-0535. This system of record collects data under the authority of 41 CFR Chapter 101 –20.302, conduct on Federal Property, and OMB Circular A-123, Internal Control Systems and, Public Law 105-33, the Balanced Budget Act (BBA) of 1997. The primary purpose of the system of record is to provide information to beneficiaries and providers of both general and claim specific information. Information retrieved from this system of records will also be used to support regulatory and policy functions performed within the agency or by a contractor or consultant; constituent requests made to a congressional representative; and litigation involving the agency related to this system of records.

2. Describe the information the agency will collect and how the agency will use the collected information. Explain how the data collected are the minimum necessary to accomplish the purpose for this effort.
cms.hhs.gov- Information is collected at several points in the site. Specifically, users can submit feedback and questions through our "Feedback" link. The only data element explicitly requested is email address. These feedback requests are triaged to the appropriate business component for response. Additionally, we have an online conference registration system available. This system captures contact information from registrants, including, name, business, address, phone, fax, and email. This information is sent to the conference coordinator and removed from the website.

medicare.gov - The only information collected from users of Medicare.gov is in the form of voluntary feedback, which can be submitted via the “Questions” or “Feedback” links. The only data element explicitly requested is an email address. These feedback requests are triaged to the appropriate business component for response.

MCSC Next Generation Desktop (NGD) - The collected information will contain name, address, telephone number, Health Insurance Claim Number (HIC), as well as background information relating to Medicare or Medicaid issues. A caller history will also be maintained in the system, for purposes of re-contacts by contractor customer service representatives or CMS. The information collected is the minimum necessary to identify the caller and his or her Medicare / Medicaid related information for the purposes of providing customer service assistance with Medicare Medicaid issues.

3. Explain why the information is being collected.

cms.hhs.gov - Data is collected to: improve the Agency’s website; allow visitors to ask specific questions of Agency staff; and support conference registration for outreach and educational purposes.

medicare.gov - The feedback is collected to improve the website, and allow visitors to ask specific questions of Agency staff.

MCSC Next Generation Desktop (NGD) - The NGD provides centralized reporting capabilities for enhanced customer service. The reporting capabilities allow CMS to better understand what customers are inquiring about. It also provides Agency-wide information, identifies needs of customers for long-term planning, and provides reports generated consistently across call centers.

4. Identify with whom the agency will share the collected information.

cms.hhs.gov - Information is shared with appropriate staff within the Agency. Subject matter experts are asked to respond to inquiries in their field of knowledge.

medicare.gov - Information is shared with appropriate staff within the Agency. Subject matter experts are asked to respond to inquiries in their field of knowledge.

MCSC Next Generation Desktop (NGD) - CMS does not currently plan on sharing collected information with any external agency.

5. Describe how the information will be obtained, from whom it will be collected, what the suppliers of information and the subjects will be told about the information collection, and how this message will be conveyed to them (e.g., written notice, electronic notice if a web-based collection, etc.). Describe any opportunities for consent provided to individuals regarding what information is collected and how the information will be shared.

cms.hhs.gov - At all data collection point, a link to the website privacy policy is provided (the privacy policy is linked from the website footer so that it is available on all pages). When a user submits feedback they get a response explaining how their data will be used. Similarly, conference registrants receive an email confirmation explaining the use of their data.

medicare.gov - At all data collection points, a link to the Agency’s websites privacy policy is provided.

The Next Generation Desktop will not collect privacy act information. The Next Generation Desktop is designed as a front end to the current customer service systems of records.

6. State whether information will be collected from children under age 13 on the Internet and, if so, how parental or guardian approval will be obtained. (Reference: Children's Online Privacy Protection Act of 1998)

No information is collected from children under age 13.

7. Describe how the information will be secured.

cms.hhs.gov - All PII is secured behind user Ids and passwords. PII collected through the website is not publicly accessible. In addition, the conference registration application, which collects more PII than the user feedback, is secured by SLL encryption.

medicare.gov - All PII is secured behind user Ids and passwords. PII collected through the website is not publicly accessible.

MCSC Next Generation Desktop (NGD) - The information will be secured using the CMS three-tier security architecture as defined by the Chief Technology Officer

8. Describe plans for retention and destruction of data collected.

cms.hhs.gov - Data is retained only as long as it is needed to resolve the interaction with the user; e.g., to answer their question or register them for the conference. The data is then deleted from the public web/database servers.

medicare.gov - Data is retained only as long as it is needed to resolve the interaction with the user; e.g., to answer their question. The data is then deleted from the public web/database servers.

MCSC Next Generation Desktop (NGD) - There are no current plans for data retention and destruction of data collected for NGD. Personally Identifiable Information is cleared and destroyed on a daily basis.

9. Identify whether a system of records is being created under section 552a of Title 5, United States Code (the Privacy Act), or identify the existing Privacy Act system of records notice under which the records will be maintained.

Privacy Act Systems of Records: 09-70-0535, 09-70-4004, 09-70-0540, 09-70-9005, 09-70-0513, 09-70-0542, 09-70-0542, 09-70-5001, 09-70-4003.

MCSC Next Generation Desktop (NGD) - The System of Records for 1-800 Medicare is being updated to include the information stored in NGD.

Endorse

Endorse

Approve

J. Ned Burford
CMS Privacy Officer

Timothy P. Love
Chief Information Officer

Thomas A. Scully
CMS Administrator

Date _____

Date: _____

Date: _____